ORDER

Orders Order / Rev: 37773 Alt Order #: 08889926 OBAMA/P/D Product Desc: KLAS Estimate: 2265 Flight Dates: 10/30/12 - 11/06/12 Primary AE: Mike Jones Original Date / Rev: 10/26/12 / 10/26/12 Sales Office: K-WAS Order Type: **GENERAL** Sales Region: National Agency Name: **GMMB Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 1010 Wisconsin Ave NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Obama, Barack D-President Advertiser Name: A35+ New Business Thru: Demographic:

Product Codes: PO1

Priority: LV1 AGY, POL, CAND Revenue Codes:

Order Separation:

Totals

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount		
10/29/12	11/05/12	21	\$44,970.00	\$38,224.50		

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
November 2012	21	\$44,970.00	\$38,224.50		
Totals	21	\$44,970.00	\$38,224.50	0.00	

00:15:00

Account Executives

Account Executive	ive Sales Office Sa		Start Date / End Date	Order %
Mike Jones	•		Start Of Order - End Of Order	100%

Order Share	Share	Total		
KLAS	30%	\$44,970.00		
Market	100%	\$149,900.00		
Competitive Share	Share	Total		

Competitive Share	Share	Total		
CABLE	0%	\$0.00		
KBLR	0%	\$0.00		
KFBT	0%	\$0.00		
KINC	0%	\$0.00		
KTNV	25%	\$37,475.00		
KTUD	0%	\$0.00		
KVBC	0%	\$0.00		
KVVU	5%	\$7,495.00		
KVWB	0%	\$0.00		
LV1	0%	\$0.00		
UNKWN	0%	\$0.00		

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 8	10/30/12	11/05/12	8 News Now 4-5a 8 News Now 4-5a	CM	4-5a	MTWTF	1:00	2	\$350.00LV1	0.00 NM	2	\$700.00
NEWS												
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/	30/12	11/05/12	MTWTF	2	\$350.00	0.00						
E 2 8	10/30/12	11/05/12	8 News Now 5a M-	F CM	5-6a	MTWTF	1:00	2	\$1,580.00LV1	0.00 NM	2	\$3,160.00
			8 News Now 5a M	-F								

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KLAS

Order / Rev:

37773

Advertiser:

Obama, Barack D-President

Alt Order #:

08889926

Product Desc:

Flight Dates:

10/30/12 - 11/06/12

Estimate:

2265

OBAMA/P/D

Ln Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
NEWS S	s tart Date	End Date	Weekdays S	Spots/Week	Rate	Rating				1		
Week: 10		11/05/12	MTWTF		\$1,580.00	0.00						
E 3 8	10/30/1	2 11/05/12	8 News Now 6a M- 8 News Now 6a M-		6-7a	MTWTF	1:00	2	\$1,930.00LV1	0.00 NM	2	\$3,860.00
NEWS					D-1-	Dating						
<u>Si</u> Week: 10	tart Date 0/30/12	End Date 11/05/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$1,930.00	Rating 0.00						
E 4 8			Live w/Kelly	CM	9-10a	MTWTF	1:00	2	\$2,100.00LV1	0.00 NM	2	\$4,200.00
			Live w/Kelly									
KELLY		End Date	Weekdays 9	Spots/Week	Rate	Rating						
<u>ى</u> Week: 10	tart Date 0/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF		\$2,100.00	0.00						
E 5 8		2 11/05/12	8 News Now Noon		12-1230p	MTWTF	1:00	2	\$2,280.00LV1	0.00 NM	2	\$4,560.00
	_		8 News Now Noon	M-F					!	!		
NEWS		End Data	Mookdove	Spots/Week	Rate	Rating						
<u>೨</u> Week: 1	tart Date 0/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF		\$2,280.00	0.00						
E 6 8		2 11/05/12	8 News Now 4p M-	·	4-5p	MTWTF	1:00	2	\$3,150.00LV1	0.00 NM	2	\$6,300.00
	_		8 News Now 4p M-	-F	(4:30 PM-5:0	0 PM)						
NEWS		End Data	Mookdove	Spots/Week	Rate	Rating			1			
<u>ತ</u> Week: 1	tart Date 0/30/12	End Date 11/05/12	<u>Weekdays</u> MTWTF		\$3,150.00	0.00					1	
E 7 8		2 11/05/12	8 News Now 5-630	p M-FCM	5-630p	MTWTF	1:00	2	\$3,500.00LV1	0.00 NM	2	\$7,000.00
	_		8 News Now 5-630	p M-F								
NEWS		End Data	Maakdaye	Spots/Week	Rate	Rating						
<u>ى</u> Week: 1	tart <u>Date</u> 0/30/12	End Date 11/05/12	Weekdays MTWTF		\$3,500.00	0.00						
E 8 8		2 11/04/12	8 News Now Sun A	M #2CM	8 News Now	Sun AS	1:00	1	\$2,450.00LV1	0.00 NM	1	\$2,450.00
	_		8 News Now Sun A	AM #2								
NEWS	s tart <u>Date</u>	End Date	Weekdays S	Spots/Week	Rate	Rating					1	
Week: 1		11/04/12	S		\$2,450.00	0.00					•	
E 9 8		2 11/03/12	8 News Now Sat S	peciaCM	8-9p	S-	1:00	2	\$1,930.00LV1	0.00 NM	2	\$3,860.00
A151A4	•		8 News Now Sat S	Special								
NEW:	tart Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 1		11/04/12	S-		\$1,930.00	0.00						
E 10 8	11/03/1	2 11/03/12	Sat Prime Special	CM	9-11p	S-	1:00	2	\$4,000.00LV1	0.00 NM	2	\$8,000.00
MOV	_		KLAS Movie: Bat	21								
MOVI	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		11/04/12	S-		\$4,000.00	0.00					j	
E 11 8	11/03/1	2 11/03/12	Sat 1235-135a Da\	Vinci I6M	12.35a-1.35		1:00	1	\$350.00LV1	0.00 NM	1	\$350.00
DAVA	NCI.		Da Vinci Inquest		(12:35 XM-1:	35 XM)						
DAVII	itart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 1		11/04/12	S-	1		0.00					1	
E 12 8	11/04/1	2 11/04/12	Game Time/UNLV		1135p-1205	aS	1:00	1	\$530.00LV1	0.00 NM	1	\$530.00
LINEA	GAMETIN	ΛE	Game Time/UNLV	1								
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1		11/04/12	S	1	\$530.00	0.00				· · · · · · · · · · · · · · · · · · ·	<u> </u>	
	-									Totals	21	\$44,970.00